

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moms and the City, Inc.		11/11/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The Moms Network, Inc.		
Street Address:	c/o A Frankl Cole Schotz 900 3rd 16th Fl		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85977254	MAMARAZZI	
Serial Number:	85030270	MAMARAZZI	
Serial Number:	85030260	MOMS AND THE CITY	
Registration Number:	4398489	MOMMENTARY	
Registration Number:	4028974	MAMARAZZI	
Registration Number:	4146858	MOMS AND THE CITY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	646-563-8943		
Email:	afrankl@coleschotz.com		
Correspondent Name:	Arianna Frankl, Cole Schotz		
Address Line 1:	900 Third Ave. 16th Fl.		
Address Line 4:	New York, NEW YORK 10543		

OP \$165.00 85977254

ATTORNEY DOCKET NUMBER:	49802-0001
NAME OF SUBMITTER:	Arianna Frankl
Signature:	/AriannaFrankl/
Date:	11/11/2013
Total Attachments: 3 source=MATC to TMNI IP Assignment#page1.tif source=MATC to TMNI IP Assignment#page2.tif source=MATC to TMNI IP Assignment#page3.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the "Agreement") is entered into by and between Moms and the City Inc. (Assignor) and The Moms Network, Inc. (Assignee).

WHEREAS, Seller wishes to sell, assign, transfer, convey and deliver to Buyer all of the intellectual property identified on Schedule A hereto, and Buyer wishes to acquire the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, the parties agree as follows:

Seller hereby transfers, assigns, conveys and delivers to Buyer all of Seller's right, title and interest in, to and under all of Seller's Intellectual Property Rights. For purposes hereof, "Intellectual Property Rights" means those items of intellectual property identified on Schedule A hereto, plus any and all of the following in any jurisdiction throughout the world: (i) all inventions (whether or not patentable or reduced to practice), patents, patent applications and patent disclosures as well as any reissues, continuations, continuations-in-part, divisionals, revisions, extensions or reexaminations thereof, (ii) trademarks, service marks, trade dress, trade names, slogans, designs, logos, internet domain names, corporate names and all other indicia of origin (and all translations, adaptations, derivations, and combinations of the foregoing), together with all of the goodwill associated with the foregoing (collectively, "Marks"), (iii) all copyrights and other works of authorship, mask works and moral rights, (iv) registrations, applications and renewals for any of the foregoing (as applicable), (v) computer software (including source code and object code), firmware, data, data bases and documentation thereof, and (vi) trade secrets and other confidential information (including ideas, formulas, compositions, inventions, know-how, manufacturing and production and other processes, techniques and methods, research and development information, drawings, specifications, designs, plans, proposals, technical data, business and marketing plans and customer and supplier lists and related information), (vii) all other intellectual property and proprietary rights and (viii) all tangible embodiments of the foregoing (in whatever form or medium).

<u>Moms and the City, Inc.</u>	<u>The Moms Network, Inc.</u>
By: _____	By: _____

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WHEREAS, Seller wishes to sell, assign, transfer, convey and deliver to Buyer all of the intellectual property identified on Schedule A hereto, and Buyer wishes to acquire the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, the parties agree as follows:

Seller hereby transfers, assigns, conveys and delivers to Buyer all of Seller's right, title and interest in, to and under all of Seller's Intellectual Property Rights. For purposes hereof, "Intellectual Property Rights" means those items of intellectual property identified on Schedule A hereto, plus any and all of the following in any jurisdiction throughout the world: (i) all inventions (whether or not patentable or reduced to practice), patents, patent applications and patent disclosures as well as any reissues, continuations, continuations-in-part, divisionals, revisions, extensions or reexaminations thereof, (ii) trademarks, service marks, trade dress, trade names, slogans, designs, logos, internet domain names, corporate names and all other indicia of origin (and all translations, adaptations, derivations, and combinations of the foregoing), together with all of the goodwill associated with the foregoing (collectively, "Marks"), (iii) all copyrights and other works of authorship, mask works and moral rights, (iv) registrations, applications and renewals for any of the foregoing (as applicable), (v) computer software (including source code and object code), firmware, data, data bases and documentation thereof, and (vi) trade secrets and other confidential information (including ideas, formulas, compositions, inventions, know-how, manufacturing and production and other processes, techniques and methods, research and development information, drawings, specifications, designs, plans, proposals, technical data, business and marketing plans and customer and supplier lists and related information), (vii) all other intellectual property and proprietary rights and (viii) all tangible embodiments of the foregoing (in whatever form or medium).

<u>Moms and the City, Inc.</u>	<u>The Moms Network, Inc.</u>
By: <u>Ulrich Hottel</u> <u>Ben W. Hottel</u>	By: <u>Ulrich Hottel</u> <u>Ben W. Hottel</u>

Schedule A

1. Trademarks

- (a) Mamarazzi, Serial No. 85977254
- (b) Mommentary, Registration No. 4398489
- (c) Mamarazzi, Serial No. 85030270
- (d) Moms and the City, Serial No. 85030260
- (e) Mamarazzi, Registration No. 4028974
- (f) Moms and the City, Registration No. 4146858